You Are a Political Junkie and Felon Who Loves Blenders: A Research Agenda

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Unwanted Consequences of Online Algorithms: Four Recent Examples
Your account has been temporarily suspended because it looks like you’re not using your real name. Facebook is a community where people use their real identities. We require everyone to provide their full name so you always know who you’re connecting with.
Facebook still suspending Native Americans over 'real name' policy

Unlike Katy Perry's Left Shark, many have to provide multiple forms of ID to prove they are who they say they are in latest row over controversial policy.
212°F (100°C)
Water, Boiling point

Water
Chemical Compound
Caillou can't grow hair, not because he has cancer or progeria, but because he sucks, and even his own body recognizes that he does not deserve hair or food or love.  Mar 26, 2014
Measuring Price Discrimination and Steering on E-commerce Web Sites

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ABSTRACT

Today, many e-commerce websites personalize their content, including Netflix (movie recommendations), Amazon (product suggestions), and Yelp (business reviews). In many

Categories and Subject Descriptors

H.3.5 [Information Systems]: Online Services—commercial services, web-based services; H.5.2 [Information interfaces and presentation]: User Interfaces—evaluation
“I always assumed that I wasn’t really that close to [her]”: Reasoning about invisible algorithms in the news feed

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ABSTRACT
Our daily digital life is full of algorithmically selected content such as social media feeds, recommendations and personalized search results. These algorithms have great power to shape users’ experiences, yet users are often unaware of their presence. Whether it is useful to give users insight into these algorithms’ existence or functionality and how such insight in September of 2014, was viewed by on average 864 million daily active users [12]. This list of updating stories that appears front and center on Facebook home pages displays an algorithmically curated or filtered list of stories selected from a pool of all stories written by one’s network of friends. The increasing prevalence of opaque and invisible algorithms
Measuring the Unwanted Consequences
Measuring the Unwanted Consequences

Discoverable? (by users)

+ ______________ - 
Measuring the Unwanted Consequences

Predictable? (by designers)

Discoverable? (by users)
Measuring the Unwanted Consequences

Predictable? (by designers)

Discoverable? (by users)
Measuring the Unwanted Consequences

Predictable? (by designers)

Discoverable? (by users)

+ media

-
Measuring the Unwanted Consequences

Predictable?+ (by designers)

Discoverable? (by users)

- media

Facebook’s “Please Change Your Name”
Measuring the Unwanted Consequences

Predictable? (by designers) + Discoverable? (by users) +
- media
- media
Measuring the Unwanted Consequences

Predictable? (by designers) +

Discoverable? (by users) +

- media

- media

Google’s “Caillou Sucks”
Measuring the Unwanted Consequences

Predictable? (by designers) + Discoverable? (by users) -

media + audit

- media

Home Depot’s $0.41
Measuring the Unwanted Consequences

Predictable? (by designers)

Discoverable? (by users)

+ media
- audit

+ media
- ??
Measuring the Unwanted Consequences

Predictable? (by designers) +

Discoverable? (by users) +

Social Media’s Algorithm Attribution Error

media audit

media ??
Measuring the Unwanted Consequences

Predictable? (by designers) + 

Discoverable? (by users) + -

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Measuring the Unwanted Consequences

Predictable? (by designers) +

Discoverable? (by users) +

- media audit ethics

- media ??
Measuring the Unwanted Consequences

Predictable? (by designers) +

Discoverable? (by users) + -

media
audit
ethics

media
??
Measuring the Unwanted Consequences

Predictable? (by designers) +
Discoverable? (by users) + -

media
audit
ethics

user communities
algorithm portraits

??
Customers Who Bought This Talk
Also Bought:

**Auditing Algorithms from the Outside**
May 2015
Oxford, UK
http://auditingalgorithms.wordpress.com

Thank you. --Christian Sandvig // @niftyc